

Windsor Microtransit Pilot

Southeast Vermont Transit (SEVT aka The MOOOver) is the public transit provider for 35 towns in Windham and southern Windsor Counties. We were granted funding for one of five FY23 microtransit pilots. On January 23, 2023 we started our pilot in Windsor, and we call it the MicroMOO.

Why Windsor?

- Windsor has no fixed route service, only Medicaid and Elderly & Disabled services
- Great trip generators – Mt. Ascutney Hospital, senior housing, shopping, social services, light industry, population 3,559
- Strong grassroots advocacy – Mt. Ascutney Hospital, Springfield Region Development Corporation, Volunteers in Action, Town of Windsor



Service details

- Monday-Friday 6:00 am – 6:00 pm
- One seven-seat van with two wheelchair positions
- Advance reservations required at least 30 minutes in advance
- All wheel drive, studded snow tires, will operate every day
- Qryde software for live bookings made by an app, online, or call our office
- Trips must stay within the town boundaries of Windsor, plus access to Exit 9 P&R in Hartland (for now)
- Targeting for 40+ rides per day
- Two-year pilot program, 80% federal CMAQ, 20% state operating funds



Public outreach

- Two sets of public meetings
- Posters around town
- News releases
- Social media
- Town of Windsor TV, electronic e-mails
- 36-member stakeholder group
- Six-member Core Team including VTrans



Marketing

- Brochure mailed to Windsor taxpayer list
- Posters around town
- Bulk brochure distribution
- Vermont Public Radio
- NBC Channel 5 segment
- Presentations to VNRC/VEIC, The Sierra Club
- Articles in *Vermont Business Magazine*, *Vermont Digger*, *Eagle Times*, *Valley News*
- Social media, website



Potential second microtransit project

- Brattleboro 5:00-11:00 pm Monday-Friday
- Targeting second and third shift workers, late hospital discharges, after school programs
- Growing refugee population
- Feasibility study, local surveys completed, very strong public support
- Will apply for pilot project funding in April 2023 for an August 2023 start date

Thanks to VTrans for their support and for this opportunity!

